

SALES ANALYSIS GROUP

Status as of 8/1/97

Retail Audits

- August to October Promotional Audits - Tracking retail execution/penetration of: Marlboro flat pack B4G1F, Marlboro Fall Spectacular (20¢ off), Marlboro Cube, Basic 20¢/\$2.00 off, Basic B2G1F, Metro Plan promotions (where applicable) and the introduction of new Winston. Audit began w/o 7/14/97.
- September OPB - Working with Brand and Trade Marketing to design the audit.

Analysis

- Metro Plan - Continue to work with the Metro Sales Force group to support their information requirements including evaluating options to track volume & share.
- Key Account Analysis - Currently working on account reviews/presentations for:
 - Southland - Follow-up analysis pending from 7/10 meeting
 - Food Lion - Inventory analysis
 - Crown Petro - Account Review demographic clustering
 - Ahold - Tops & Finast category management templates
 - Wakefern - Working with Nielsen to secure Shoprite scanning data for category management templates
- Country Cupboard - Designing test to measure the possible influence of temporary display on consumer offtake for the September price promotion. Currently developing the matched store control/test assignments.
- Diamond Shamrock - Designed test to measure the effectiveness of chain promotional allocation using ADSII. Analysis delayed due to late retail implementation of the "May" promotions. Initial results pending additional sell-through of the promotions.
- Supermarket T/C Review - Integrating information from various data sources to illustrate key industry trends in Supermarkets.

Wind Dixie - Back Trend

Sales IC

- STARS/Sales IC Issues - Working with Field Sales and Information Management group to resolve STARS data concerns including:

GEO	ISSUE	STATUS
Total U.S.	New "RJR" Distributors	'96 base to be redefined
Region 1	Shipments vs. STARS trends	Pending
Section 12	Mass Merchandiser trend	Pending
District 1375	3 new "menthol" distributors	Pending
Section 22	JR Tobacco	Management input needed
Section 33	Red X Tobacco	MSA response expected this week
Section 45	Kwik Trip	Exploring potential to receive '96 back data
Section 52	Mass Merchandiser trend	Pending to be corrected 8/1
Sections 52 & 54	Tobacco trade class trends	Problem identified. To be corrected by 8/1

Section 24

2472

C-store

Went
c-store

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Tracking

- Retail Masters Tracking - Ongoing evaluation of Nielsen and STARS based performance trends. Working with Information Management and Business Analysis groups to explore providing wider access to RM information to Sales and Marketing clients.
- 1997 Chain Reporting Package - Working with MSA to develop a more consistent and stable method to report full year vs. year-to-date time comparisons.
- SAM Two-Way Reporting - Developing a report similar to the National Two-Way Plan that allow SAM's to track their performance. Currently gathering feedback from a group of SAM's on a prototype.

Key Region Projects

- Region 1 - Open.
- Region 2 - Completed analysis of Section 24 business performance. Developing first half 1997 Region business review.
- Region 3 -Developing Texas business review
- Region 4 - Evaluating Emro Retail Masters test.
- Region 5 - Analysis of "double flex" program

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Trade marketing Concerns

- Midas Aggregator
- Timely reporting
- T/C definitions
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9/7/98

- History
- Chain threshold
- States
- SFA pricing \rightarrow store level link

9/2 Addition

- 10 pack test
- MVL distribution
- Base Base 100's distribution

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